

P-5: Tobacco Industry Promotions in Washington State

Venue: Statewide

Goal: Preventing Initiation and Promoting Cessation of Tobacco Use

Sponsoring Organizations: Washington State Liquor Control Board (LCB) and Department of Health (DOH)

Abstract: Despite limitations on tobacco advertising activities imposed by the Master Settlement Agreement (MSA) in 1998, the tobacco industry continues to utilize product-sampling events as an opportunity to promote cigarettes and smokeless tobacco in Washington. From January 2000 through January 2002, there were 1608 licensed sampling events in Washington State, conducted primarily by five organizations. To examine geographic patterns of licensed events, the addresses were geocoded and mapped. Many sampling events were located near college campuses. For example, the small town of Cheney, WA, where Eastern Washington University is located, had 22 sampling events between May 2000 and March 2002, and during the past year alone approximately 1180 cans of smokeless tobacco were given away for free.

Recommendations: LCB and DOH will identify methods to describe tobacco industry sampling activities across Washington, and support public awareness/education to describe these activities.

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